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What is claimed is:

- 1    1.    A method for customizing print media, comprising:  
2        profiling a print media customer to obtain preferences for content;  
3        producing a print media instance for the print media customer, the  
4    print media instance comprising content that is consistent with the  
5    preferences obtained.
- 1    2.    The method of claim 1, wherein the print media instance further  
2    comprises layout that is consistent with the preferences obtained.
- 1    3.    The method of claim 1, further comprising:  
2        obtaining a print history of the print media customer, wherein the print  
3    history identifies previously published content in one or more print media  
4    instances for the print media customer; and  
5        controlling the frequency of previously published content in subsequent  
6    print media instances.
- 1    4.    The method of claim 1, further comprising:  
2        obtaining affinities among content in a content network; and  
3        using the affinities to produce the print media instance.
- 1    5.    The method of claim 4, further comprising:  
2        obtaining customer affinities among content and the print media  
3    customer; and  
4        using the customer affinities to produce the print media instance.
- 1    6.    The method of claim 1, wherein the print media is selected from the  
2    group consisting of a magazine, a periodical, a newspaper, a newsletter, a  
3    book, a poster, a presentation, a graphic, a chart, and a catalog.

1 7. The method of claim 1, wherein the print media customer is profiled  
2 using a survey.

1 8. The method of claim 7, wherein the survey is conducted by a direct,  
2 person-to-person interview.

1 9. The method of claim 7, wherein the survey is conducted by mail.

1 10. The method of claim 4, wherein the affinities are obtained  
2 electronically.

1 11. The method of claim 4, wherein the affinities are obtained by one or  
2 more computer systems.

1 12. The method of claim 4, wherein the affinities are obtained by one or  
2 more software applications.

1 13. The method of claim 4, wherein the affinities are obtained by one or  
2 more Internet sites.

1 14. The method of claim 13, wherein the affinities are based upon the  
2 usage patterns of one or more Internet sites.

1 15. The method of claim 14, wherein the affinities are based upon click  
2 streams of the print media customer.

1 16. The method of claim 5, wherein the customer affinities are based upon  
2 direct customer surveys.

1 17. The method of claim 5, wherein the customer affinities are based upon  
2 indirect assessments.

1 18. The method of claim 17, wherein indirect assessments include buying  
2 habits.

1 19. The method of claim 17, wherein indirect assessments include content  
2 usage patterns.

1 20. The method of claim 1, wherein the print media instance is assembled by  
2 manual methods.

1 21. The method of claim 1, wherein the print media instance is assembled  
2 by automatic means.

1 22. The method of claim 1, wherein one or more computer programs  
2 automatically assemble the print media instance.

1 23. The method of claim 1, wherein the print media customer is an  
2 organization.

1 24. The method of claim 1, wherein the print media customer is an  
2 individual.

1 25. The method of claim 1, wherein the print media customer is both an  
2 organization and an individual within the organization.

1 26. The method of claim 1, further comprising:  
2 customizing advertising content within the print media instance based  
3 on the preferences obtained.

1 27. The method of claim 26, further comprising:  
2 customizing advertising layout within the print media instance.

1 28. The method of claim 26, wherein advertising content within the print  
2 media instance is customized for an organization.

1 29. The method of claim 26, wherein advertising content within the print  
2 media instance is customized for an individual.

1 30. The method of claim 26, wherein advertising content within the print  
2 media instance is customized for an organization and an individual within an  
3 organization.

1 31. The method of claim 13, wherein the print media instance references  
2 associated Internet sites.

1 32. The method of claim 13, wherein the print media instance refers and  
2 indexes to specific content within associated Internet sites.

1 33. The method of claim 13, wherein the print media instance comprises  
2 specific combinations of content derived from associated Internet sites.

1 34. The method of claim 4, wherein the content network comprises a  
2 plurality of content interrelated by degree.

1 35. The method of claim 1, further comprising:  
2 formatting the content according to meta-information associated with  
3 the content.

1 36. The method of claim 35, wherein the formatting is derived from the  
2 relationships between the plurality of content in the content network.

1 37. The method of claim 27, wherein the customization of advertising  
2 layout within the print media instance is derived from the relationships  
3 between the plurality of content in the content network.

1 38. The method of claim 1, wherein the print media instance is delivered  
2 electronically.

1 39. The method of claim 1, further comprising:  
2 generating customized print media subscriptions from Internet site  
3 subscription information.

1 40. A system, comprising:  
2 means for storing a content network, the content network comprising a  
3 plurality of objects, each object storing information, wherein each object is  
4 related to each other object by one or more relationship indicators; and  
5 means for executing a software program, wherein the software  
6 program:  
7 profiles a print media customer to obtain preferences for  
8 content;  
9 produces a print media instance for the print media customer,  
10 wherein the print media instance comprises content that is based on the  
11 preferences.

1 41. The system of claim 40, wherein the software program further:  
2 selects additional content from the content network based on  
3 relationship indicators for the content; and  
4 maintains content affinities comprising the content and additional  
5 content for use in the print media instance.

1 42. The system of claim 40, wherein the print media customer is an  
2 individual and the preferences are obtained by conducting a manual survey.

1 43. The system of claim 40, wherein the print media customer is an  
2 organization and the preferences are obtained by monitoring Internet use by  
3 the organization.

1 44. The system of claim 40, wherein the print media customer is both an  
2 organization and an individual.

1 45. The system of claim 40, wherein the print media instance further  
2 comprises a layout that is based on the preferences.

1 46. The system of claim 40, wherein the software program further:  
2 maintains a content history for the print media customer; and  
3 controls the frequency of previously published content in subsequent  
4 print media instances.

1 47. The system of claim 43, wherein the organization is defined according  
2 to geography.

1 48. An article comprising a medium storing instructions for enabling a  
2 processor-based system to:  
3 profile a print media customer to obtain preferences for content; and  
4 produce a print media instance for the print media customer, the print  
5 media instance comprising content that is consistent with the preferences  
6 obtained.

1 49. The article of claim 48, further storing instructions for enabling a  
2 processor-based system to:  
3 obtain a print history of the print media customer, wherein the print  
4 history identifies previously published content in one or more print media  
5 instances for the print media customer; and  
6 control the frequency of previously published content in subsequent  
7 print media instances.

1 50. The article of claim 49, further storing instructions for enabling a  
2 processor-based system to:

3           obtain affinities among content in a content network; and  
4           use the affinities to produce the print media instance.

1   51.   The article of claim 50, further storing instructions for enabling a  
2   processor-based system to:  
3           obtain customer affinities among content and the print media  
4   customer; and  
5           use the customer affinities to produce the print media instance.